

NOMINATION FORM

2011 ENVIRONMENTAL HERO OF THE NORTH BAY AWARD

Assemblymember Jared Huffman will honor an outstanding individual for leadership, innovation, and community service in promoting environmental stewardship.

NOMINEE INFORMATION:

INDIVIDUAL:

Individual's Name: **Pam Harwell-Herrero** Current Position: **Executive Director**
Organization: **Sustainable Fairfax** Company Address: **141 Bolinas Rd**
City, State, Zip: **Fairfax, CA 94930**

WRITTEN STATEMENT:

How has this nominee demonstrated leadership and innovation in environmental stewardship?

What is exceptional about this nominee?

Please describe how the nominee's accomplishments have positively impacted the environment.

NOMINATOR'S STATEMENT:

Pam Hartwell-Herrero has demonstrated leadership and Innovation by being the first Executive Director of Sustainable Fairfax, the first Center of its kind in the U.S. Through her stewardship since 2005, the Center has become an environmental educational hub for people of all ages to come together and learn about a wide array of sustainability topics such as water conservation, toxins in the environment, seed harvesting, composting, worm bin making, and growing organic food, among other environmentally sound practices.

In 2007, Pam obtained a grant to install a **sustainable backyard** featuring rainwater harvesting and other demonstrations of permaculture. She went on to build a board of working directors to guide educational programs, projects and events. She also led the way to innovative change in environmental legislation. For example, Fairfax was the first city to pass a plastic bag ban using a ballot measure in 2008. Next, Pam led local efforts to support the establishment of the Marin clean Energy agency garnering major seed money for the project through a unanimous vote and contribution from the Fairfax Town Council.

Pam's winning personality, energy and intelligence led her to a seat on the Fairfax Town Council where she now serves as Vice-Mayor. When she takes on a job, she often expands the work at hand by thinking outside the box and bringing forth new projects. Most importantly, she stays committed, uses her own footwork to lead by example, and achieves an amazing rate of success.

Her accomplishments continue to serve environmental causes. In 2009, Pam helped Sustainable Fairfax obtain a \$40,000 grant for a water conservation program. In 2010, she helped Fairfax qualify as a Slow City through the International Citta Slow program, making the town the 'second only' city in the U.S. to receive this accreditation. Currently she is spearheading a local currency project in Fairfax featuring the Fairbuck – a token good for \$3 for purchases in town. Using her scholarship from the Environmental Forum of Marin, she started this project to promote local shopping, a key feature of "localization" and a smart way to protect the environment. The Fairbuck will help reduce carbon emissions by having people avoid trips to the highway and it promotes use of locally grown foods and crafts. To administer the project, Pam created a three-pronged partnership: Sustainable Fairfax, the Town of Fairfax, and the Fairfax Chamber of Commerce. The Fairbuck will be launched in June this year at the annual EcoFest as a community project with yet another positive impact on the environmental well-being of Fairfax and its sphere of influence. We highly recommend Pam Hartwell-Herrero for the 2011 Environmental Hero of the North Bay Award.